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INTERNET ARCHIVE

Books in Browsers II
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Books in Browsers II

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DAVID GRAEBER

Books In Browsers: Beautiful Books: #BiB11
October 27, 2011

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O'REILLY TOC Tools of Change for Publishing CONFERENCE

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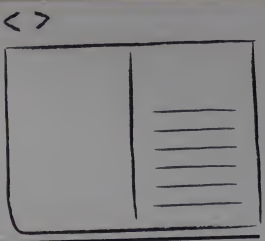

08:30-09:00. Initio
Introduction and Welcome. Kat Meyer (O'Reilly Media), Peter Brantley (Internet Archive)

09:00-10:00. Morning session 1.
EPUB — out of the box. Bill McCoy (IDPF).
Elegantly On- and Offline. Blaine Cook (Osmosoft), Maureen Evans (Spezzato).

10:00-10:15. Break

10:15-11:15. Morning session 2.
The Network is Overrated. Eric Hellman (Gluejar).
The Ebook's Ambit. Joseph Pearson (Inventive Labs).

11:15-11:30. Break

11:30-12:30. Morning session 3.
Books in Browsers, 1994-2004. Michael Jensen (NAS).
The Future Now: The Social Book. Bob Stein (SocialBook).

12:30-13:30. Lunch

13:30-14:30. Afternoon session 1.
Electric Incunabula: progressive interactive book design. Corey Pressman (Exprima Media).
Beautiful Books. Craig Mod (Flipboard).
The Infinite Canvas. Peter Meyers (Author).

14:30-14:45. Break

14:45-15:45. Afternoon session 2: Standards
Bookmarks: reports. Todd Carpenter (NISO), Rob Sanderson (LANL), James Bridle (Booktwo).
OPDS v1.1+. Hadrien Gardeur (Feedbooks).

15:45-16:00. Break

16:00-16:45. Afternoon session 3.
First Draft of the Revolution: discoverable narratives in digital works. Liza Daly (Threepress).
Arcade: A case study in digital publishing. Roland Greene, Marissa Gemma (Stanford Univ.).

16:45-17:00. Lagniappe
Libros sin fronteras. Javier Celaya (Dos Doce).

17:00-18:00. Optional Round Tables:
EPUB4: Engineering the networked experience. Bill McCoy (IDPF).

Evening:
17:30-18:30. Reception.
18:30-19:30. Books in Browsers: Ignite. Brewster Kahle (Internet Archive).

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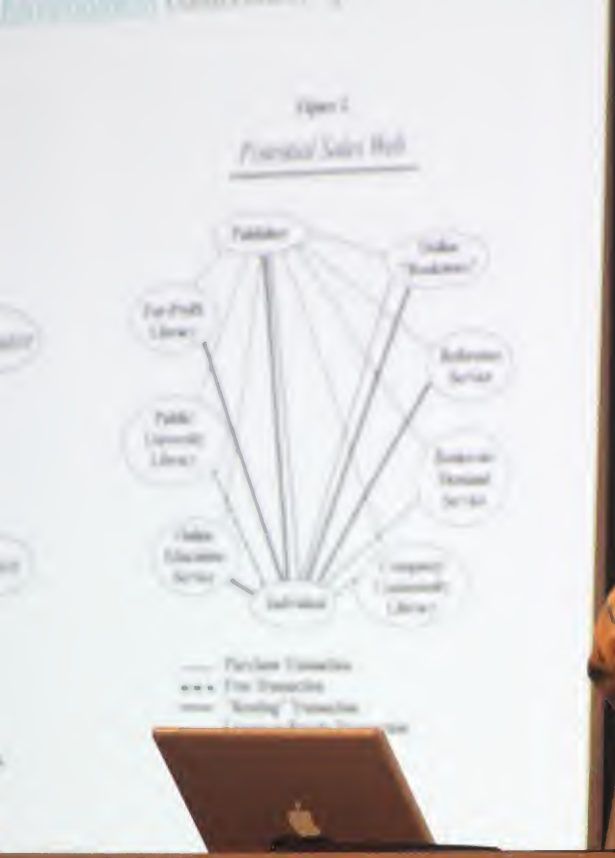
Figure 2
Potential Sales Web
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Internet Archive
• 501(c)(3) non-profit, founded in 1996
• In top 250 websites on the internet
• Registered library in California
For more information, visit:
archive.org, openlibrary.org, archive-it.org, opencontentalliance.org

350,000 Books

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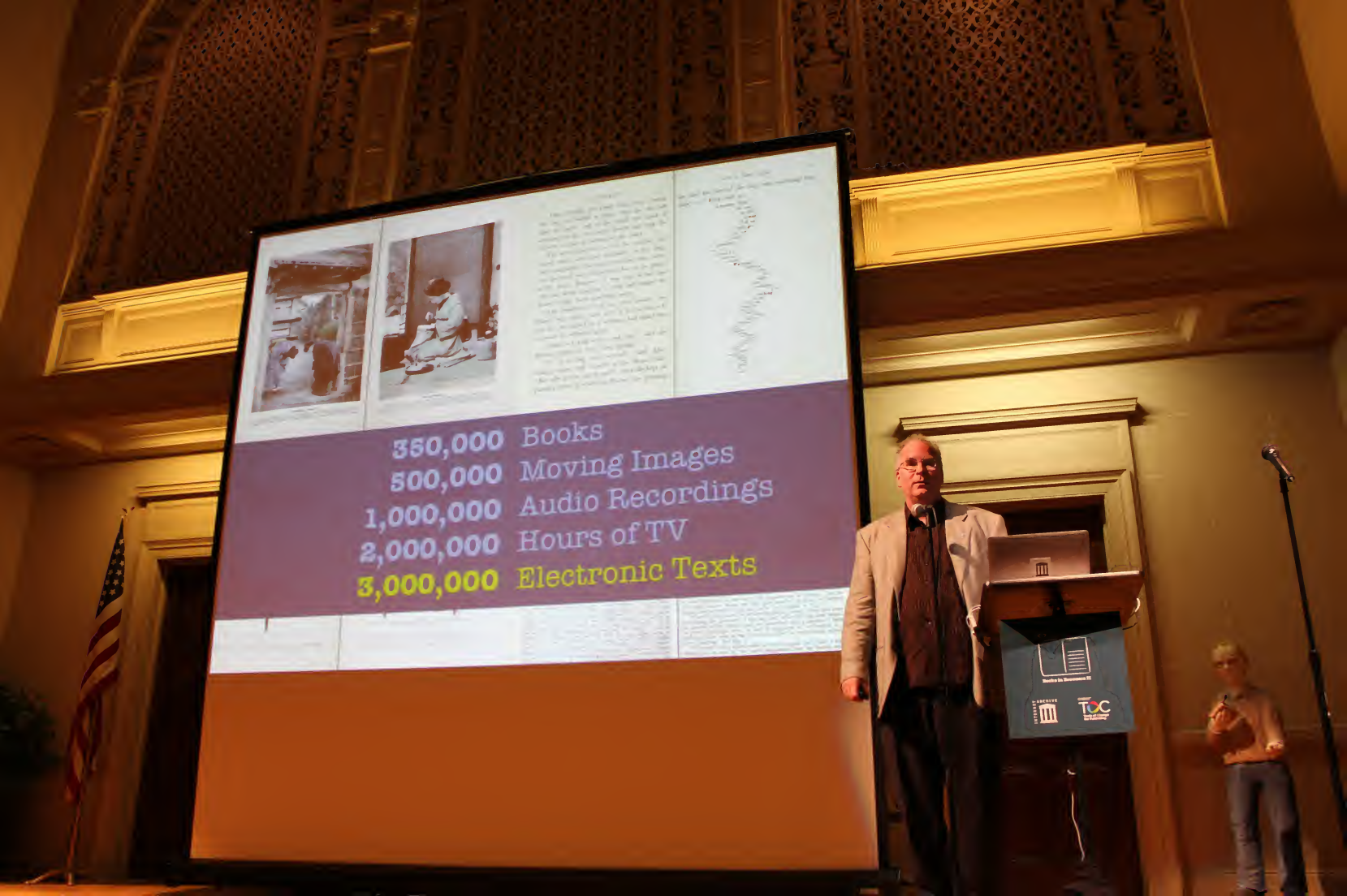
350,000 Books
500,000 Moving Images
1,000,000 Audio Recordings
2,000,000 Hours of TV
3,000,000 Electronic Texts

Ignite
Brewster Kahle, Internet Archive
Rochelle Grayson, BookRiff
Henrik Berggren, Readmill
Eli James, Pandamian
Hugh McGuire, Pressbooks
Mogens Nielsen, Flatleaf
Miral Sattar, BiblioCrunch
Ricky Wong, Mobnotate
Justo Hidalgo, 24Symbols
Mikkel Ricky, Systime iBogen
Michael Morgan, Re-Vinyl
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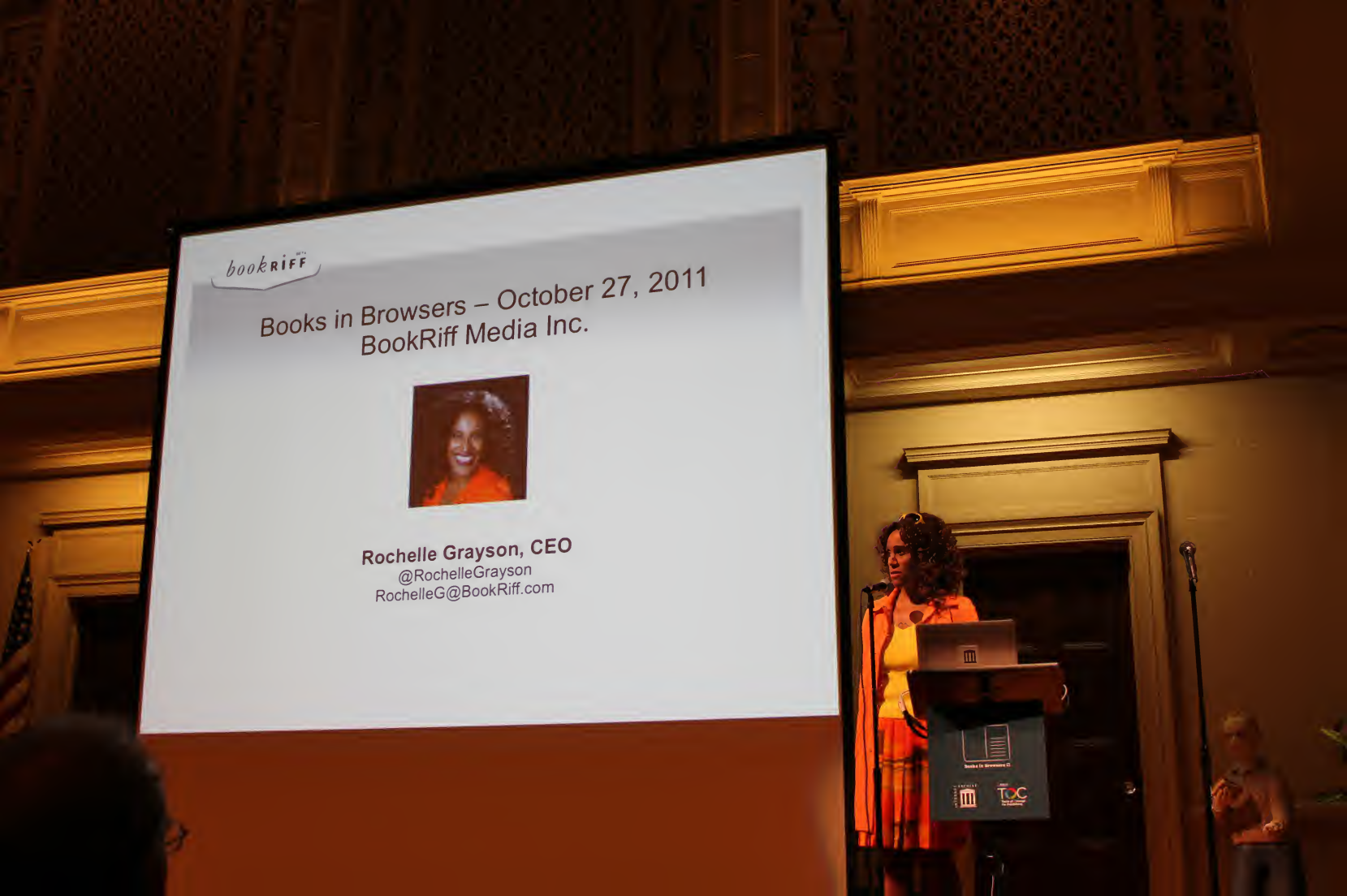
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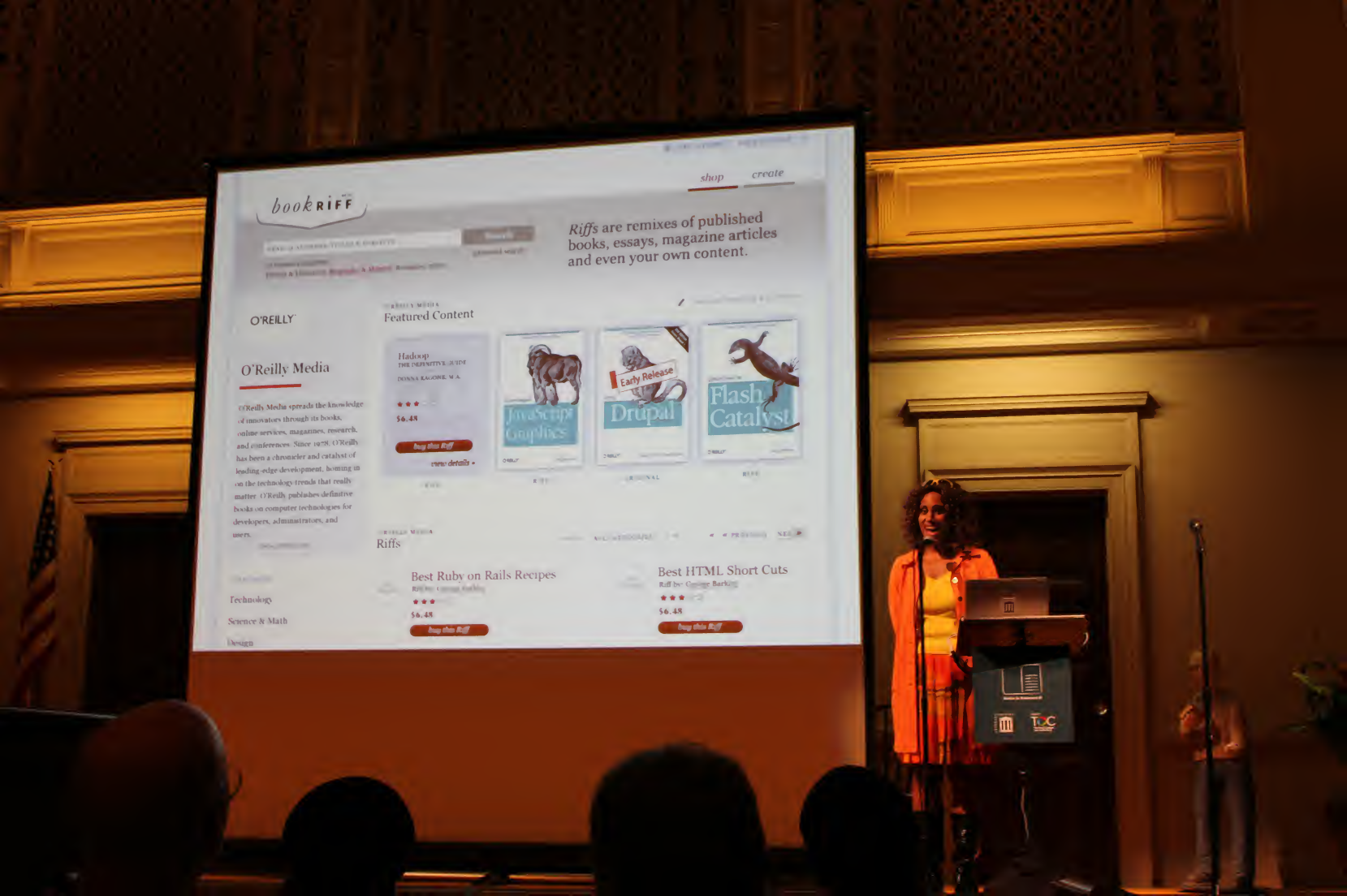
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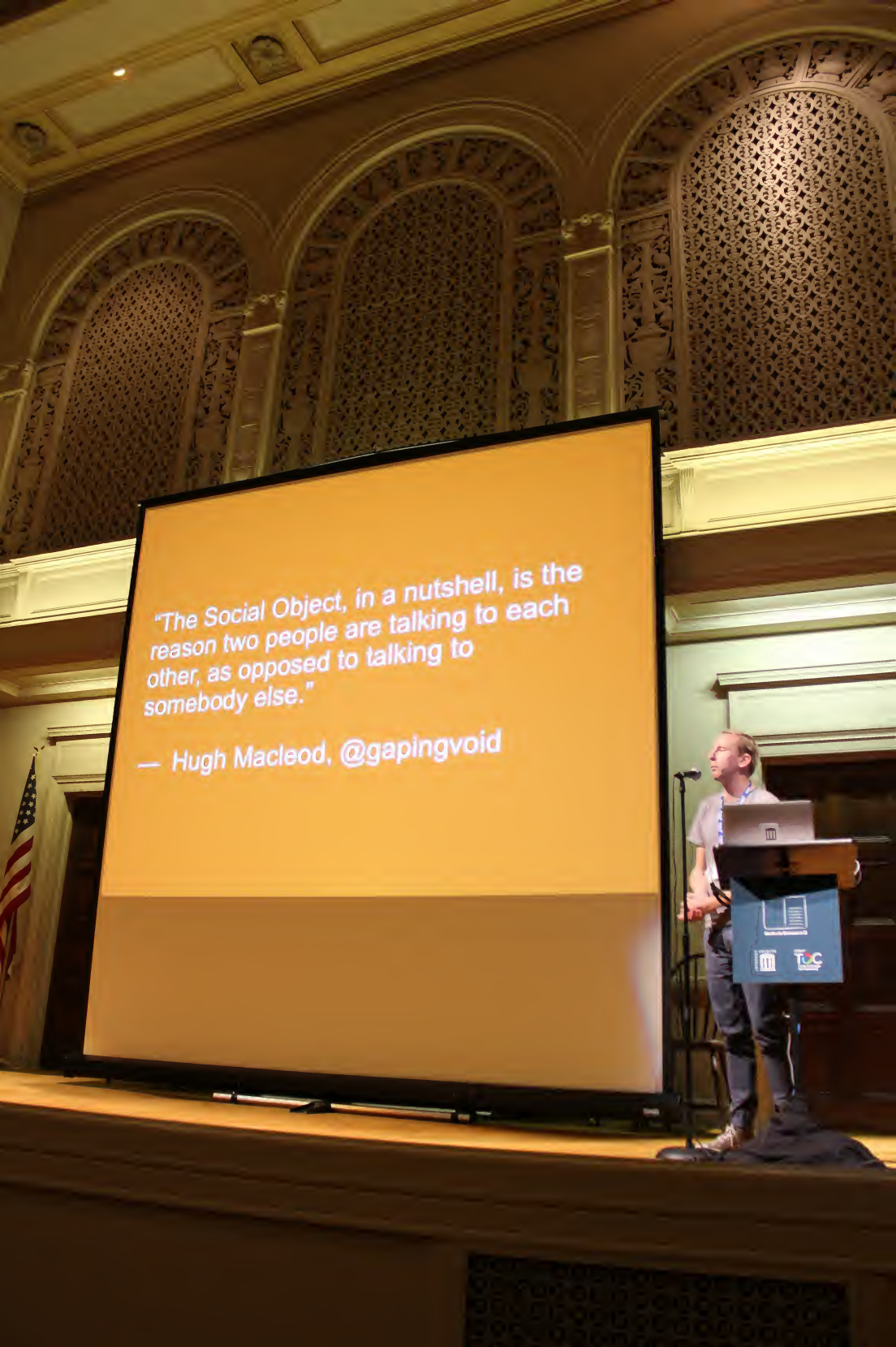
"The Social Object, in a nutshell, is the reason two people are talking to each other, as opposed to talking to somebody else."
— Hugh Macleod, @gapingvoid

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Half Formed Ideas

entrepreneurs we funded by in the mid 90s with our Flatiron Fund. He's done something like a half dozen startups since then and he's a veteran in the very best sense of the word.

Andy said "You missed an important option Fred - revenue based financing. I've got a new firm called Lighter Capital that does just that". I said, "Can you write a blog post for MBA Mondays explaining how it works?" So today, we have a guest post/advertorial on Revenue Based Financing from Andy/Lighter Capital. I hope you like it.

http://mba-mondays.pandamian.com/revenue-based-financing/#p[AsYIhy],h[AsYIhy,1,3]

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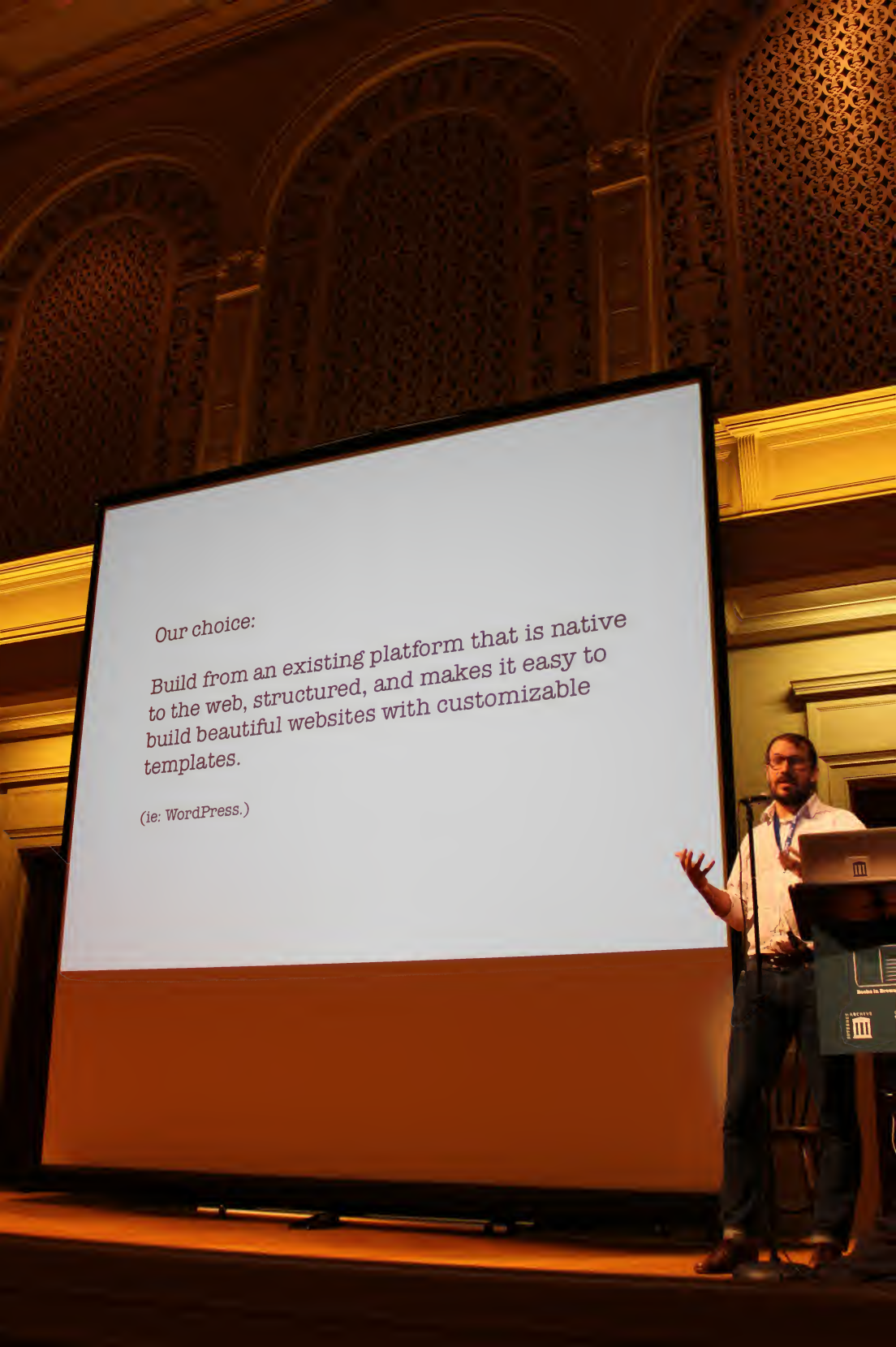
Our choice:
Build from an existing platform that is native to the web, structured, and makes it easy to build beautiful websites with customizable templates.
(ie: WordPress.)

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eBook Trends
Royal Wedding vs. Osama Bin Laden
Readers were buying eBooks as huge news events unraveled
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JON MEACHAM
PRINCE WILLIAM & KATE MIDDLETON
A Royal Wedding
THE KILLING OF OSAMA BIN LADEN

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Sixty years after the first nuclear plant came on line in America, this is a mature industry that generates almost 20% of America's electricity. After more than $100 billion in known government subsidies and the U.S. newest and larger subsidies from the American ratepayer and the U.S. government. Call it "nuclear double dipping" the utility's capital costs are subsidized by the ratepayer on one end and by the taxpayer (the U.S. government) on the other end. Nice subsidy! You have to love that kind of accounting!
According to Eric Severance, "generation costs for new nuclear (including fuel and O&M but not distribution to customers) are likely to be from 25-30 cents per kWh." This is much more expensive than wind or solar thermal are today, and in the same ballpark as solar photovoltaics. The average American pays about 10 c/kWh.
Furthermore, an expansion of the nuclear industry would require the government to spend tens of billions of dollars to store the spent nuclear waste in Yucca Mountain or equivalent storage facilities.
This is billions of dollars in subsidies to a mature industry. It's much too expensive to build and run nuclear plants. Only with really massive government subsidies and favorable legal and accounting treatment can nukes be built and run.
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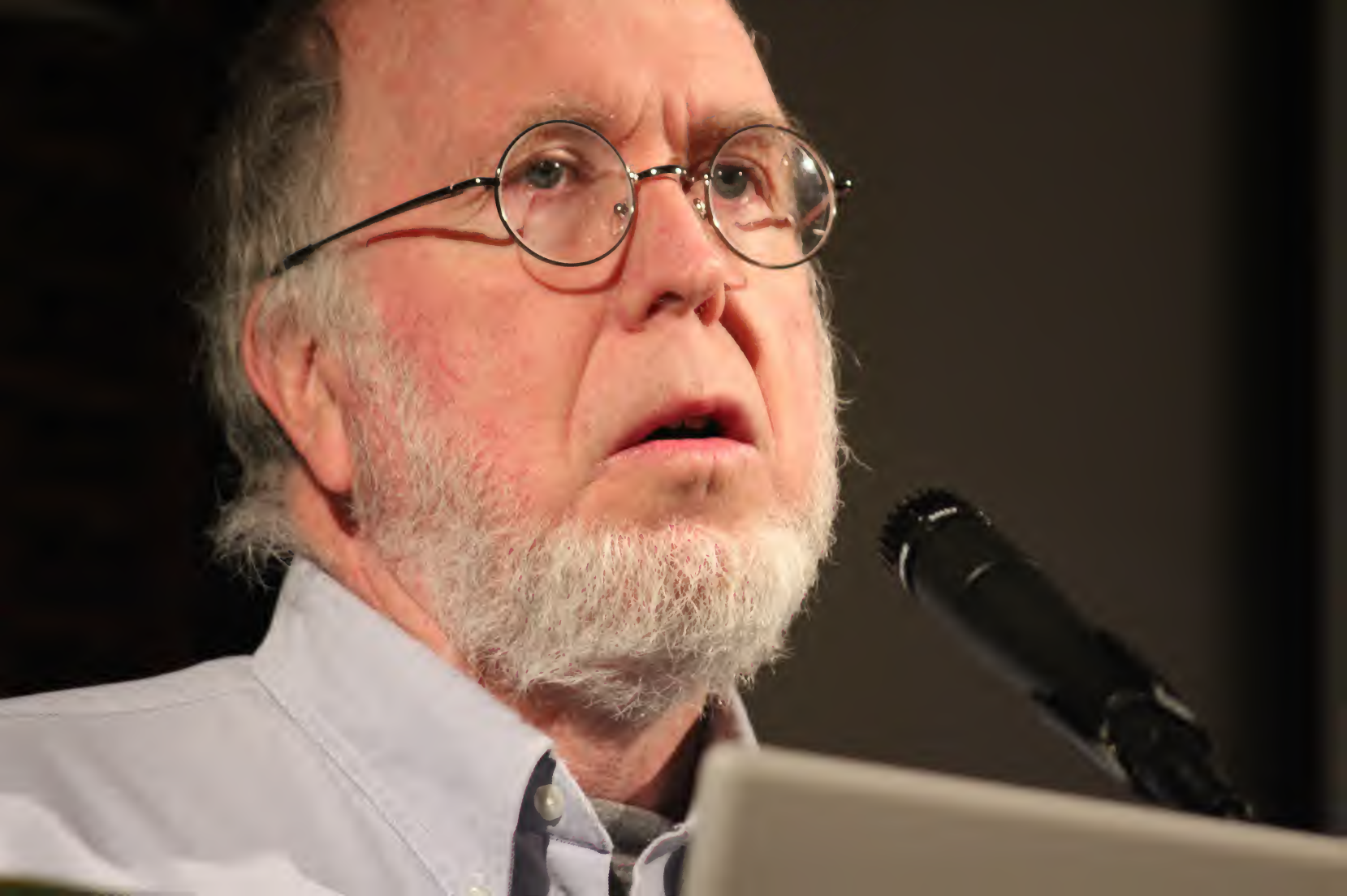

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Case Study #2: Integrate social media APIs into e-books
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Time is now for companies, policymakers, and public interest groups to work together to:
(1) develop robust protections related to information collection/tracking, use/user control, disclosure, and transparency/enforceability,
(2) proactively defend reader privacy
(3) update and develop new laws to ensure clear and robust protections for digital reading records- ECPA/federal/state.

Readability and Resolution
Readability and

STOP

STOP

STOP

Safari
Safari

Google
What is it?
• an index
How is it made?
• algorithmic digesting (collection/excerpting/ranking)
• trained by engineers, QA, users
• both precalculated and created-on-demand
And the representative textual artifacts are?
• medium-sized: ranked lists of links/snippets, by query
• snippet excerpts, by query+URL

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San Francisco, October 2011

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